



## ***USA Pavilion at***



**FoodAsia  
2004**



***April 20-23, 2004 at the Singapore Expo***

### ***The Market:***

Economically and industrially, Asia is the fastest-growing region in the world. Asia has more than one-half of the world's population, with a projected growth of 44 percent over the next 50 years.

Singapore is at the hub of Southeast Asia's 500 million people, comprised of the Philippines, Indonesia, Malaysia, Thailand, Vietnam, Laos, Burma, Brunei and Cambodia. These culturally rich, and politically diverse countries offer opportunities to a vast array of U.S. food products. During 2002, this region imported some \$670 million worth of consumer-oriented foods from the United States.

Key buyers from countries well beyond Southeast Asia -- such as India, Korea, Australia, and Japan -- attend **FoodAsia** looking for new products. Altogether, more than 33,000 international buyers from 99 countries attended **FoodAsia 2002**.

## ***Why:***

Singapore is well served by air, sea and telecommunications and many exhibitors consider **FoodAsia** to be the best food show in Asia due to the vast number of international visitors.

Attending **FoodAsia** will be buyers from hotels, restaurants, fast food/quick service outlets, supermarkets, hypermarkets, grocery stores, food and drink importers, wholesalers, distributors as well as purchasing officers in the industrial catering sectors.

## ***Best Prospects:***

Fresh produce; chilled and frozen food; meat and poultry; confectionery; snack foods; ice cream; dairy products; seafood; specialty foods; ingredients; processed food and convenience foods; drinks and beverages.

## ***FoodAsia 2002 Success:***

- The exhibition attracted 33,141 international trade buyers from 99 countries.
- 34 percent of those who attended were overseas buyers (1 in every 3 buyers was from abroad!).
- There were 37 international buyer delegations
- FoodAsia 2002 was widely promoted and publicized. Some 137 international members of the press were in attendance.

## ***Walk-On-Booth approximately \$3,800:***

- Full booth design and construction
- Daily booth cleaning
- Free listing and photo entry in the U.S. section of the Advanced Buyers Guide
- Free listing and photo entry in the Show Directory and U.S. Pavilion Directory
- Access to U.S. Business Lounge
- Free exhibitor passes and visitor tickets

# Contacts:

## USDA/FAS Contacts:

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## Stand Organizer:

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## **Food Show Plus!**

**International Exposure at Your Fingertips.** The Food Show Plus! program varies per show and could include:

- Pre-show product research regarding pricing, import regulations, etc.
- Invited qualified visitors to your booth
- Translation of booth and sales material
- Providing technical interpreters at your booth
- Local industry tours
- Show leads

## **For more information contact:**

### **Food Export USA-Northeast:** Philadelphia, PA

Tel: 215-829-9111, Fax: 215-829-9777, [www.foodexportusa.org](http://www.foodexportusa.org)

### **Mid-American International Agri-Trade Council (MIATCO):** Chicago, IL

Tel: 312-944-7777, Fax: 312-944-1144, [www.maitco.org](http://www.maitco.org)

### **The Southern U.S. Trade Association (SUSTA):** New Orleans, LA

Tel: 504-568-5986, Fax: 504-568-6010, [www.susta.org](http://www.susta.org)

### **The Western U.S. Agricultural Trade Association (WUSATA):**

Vancouver, WA

Tel: 360-693-3373, Fax: 362-693-3464, [www.wusata.org](http://www.wusata.org)